

COMMUNICATION AND MEDIA RELATIONS MANAGER

Purpose:

To actively support and uphold the City's stated mission, vision, and values. The Director oversees the following areas: public information, public relations, graphic design, audio and video production services, and Tempe Cable 11. In addition, this position coordinates media relations program activities with City divisions and departments and provides highly complex staff assistance to the City Manager and senior management staff as well as provides communications assistance to the City's departments and divisions. The Director has a direct communication and advisory role to the City Council. The position also provides assistance to the Community Relations Department Manager on a daily and special project basis.

Supervision Received and Exercised:

Receives general direction from the Community Relations Administrator or from other management staff.

Exercises direct supervision over professional and technical staff.

Essential Functions:

Duties may include, but are not limited to, the following:

- Supervise and coordinate the City's public information program, including emergency communications; review and prepare news releases; maintain liaison to the local press and media; act as City spokesperson in highly sensitive and/or complex matters; ability to strategically position the city with media during critical situations; participate in ensuring effective public relations; responsible for emergency communications.
- Supervise and coordinate the City's public information program, which includes functions such as: reviewing and preparing city news releases; researching, writing and coordinating content for the Tempe Today

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newsletter; serving as liaison to local, national and international media; acting as City spokesperson when necessary; strategically positioning the City with media during critical and routine situations; participating in emergency/crisis communications; assisting when needed in purchasing and coordinating content for advertising done by City departments.

- Plan and supervise the City's public information, public relations, graphic design and Tempe 11 activities; ensure that all projects comply with the City's mission, vision and values, and the City's policies and procedures.
- Plan and supervise the City's communications, public relations, public information and graphic design plan and supervise all activities related to the City's video production services and Tempe Cable Channel 11; ensure that all projects comply with the City's Mission and Values and the City's public relations/communications objectives, policies and procedures.
- Develop and review staff reports related to the division's activities, present reports to City management, the City Council, and other commissions, committees, boards and community organizations.
- Prepare the division budget; participate in the forecast of additional funds needed for staffing, equipment, materials and supplies; administer the approved budget.
- Select, train and evaluate staff; provide/coordinate staff training; work with employees to correct deficiencies; implement disciplinary procedures; recommend employee terminations. Ensure that division staff contributes to the City's mission, vision and values.
- Provide support and advice to City departments, divisions, senior management, the City Manager and City Council in dealing with sensitive and routine media issues; assist with special projects such as community events, openings of new facilities; prepare complex and sensitive reports; prepare remarks as requested for City Council at public events, and research and write newspaper editorials for City Council as requested; directly inform City Council on a 24-7, on-call basis of pending or existing public relations issues and advise as needed on handling/responding to these issues; prepare messaging points for City Council use in responding to media and public inquiries on sensitive or complex issues.
- Manage, coordinate and participate in media relations/communications groups that further the City's ability to promote its messages in the

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community. Examples include: the City's internal PIO group which gathers public relations professionals from various City departments; the Tempe PR Coalition, an internal and external group of communicators from various stakeholder groups in the city; and the Spanish-Language Media Outreach Group, a group of City employees from various departments who reactively and proactively reach out to Spanish-language media outlets to convey the City's messages.

Perform related duties as assigned.

Minimum Qualifications:

Experience:

Five years of increasingly responsible public relations or public information experience including two years of supervisory and program development responsibilities.

Education:

Equivalent to a Bachelor's degree from an accredited college or university with major course work in business or public administration, journalism, marketing or a degree related to the core functions of this position. Also, bilingual Spanish/English language skills is desirable.

Licenses/Certifications:

None

Examples of Physical and/or Mental Activities:

(Pending)

Competencies:

(Pending)

Job Code: 010

Status: Exempt / Unclassified

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